EXHIBIT 5

EXAMPLES OF TOBACCO INDUSTRY
ADVOCACY ADVERTISING

"I'll fill in the government's blanks."

No judge would decide a case without hearing both sides. But a lot of people have done just that on the subject of smoking.

I'm Walker Merryman, Assistant to the President of The Tobacco Institute. And I happen to believe that a little knowledge can indeed be a dangerous thing.

So if you've got an audience who'd be interested in some of the facts the government ignored when it embarked on its current anti-smoking campaign, I'd like to set the record straight and answer their questions.

Not because I want to make new converts or keep anybody from quitting. I don't. But because I think the American public has the right to the whole truth.

Walker Merryman has an extensive background in broadcast journalism. He has served as news director, documentary film producer, and writer for several radio and television stations and is a member of a number of prestigious professional societies. To arrange for a guest appearance, write The Tobacco Institute, 1875 I St., N.W., Washington, D.C. 20006; or call (800) 424-9876.

The Tobacco Institute

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